



THREE RINGS

THE BALLANTINE NEWSPAPER



VOL. 6, NO. 6

P. BALLANTINE & SONS

August 1962

SET EMPLOYEE TRIP TO SEE BENEFIT FOOTBALL CLASSIC

Story on Page 3



Beauties, Baseball and Ballantine. Six of the lovelies seen on the "Sing Along With Mitch" show visit Yankee Stadium during a short holiday from their work with Mitch Miller and the gang. The Sing-Along program is telecast Thursdays at 10 P.M. over NBC. It moves to Fridays at 8:30 over NBC in the Fall.

PINPOINTED . . .

Up The Ladder

Promotions in the news: *Kenneth Blair* from merchandising representative to bottle salesman, N.Y.C. Sales . . . *Richard Durante* from messenger, Credit, to clerk, Sales Promotion . . . *Patricia Karecki* from clerk to calculator operator, Delivery . . . *William Keller* from clerk, Sales Promotion, to merchandising representative, Tidewater Division . . . *William Kennedy, Jr.* from supervisor trainee, Technical, to supervisor, Delivery . . . *Edward Quinn, Jr.* from merchandising representative to relief salesman, Wethersfield . . . *Richard Algatt* from assistant to manager of special programs to district sales manager . . . *Louis Arthur* from relief salesman to bottle salesman, Fairfield . . . *Joseph Federico* from merchandising representative, Rhode Island, to relief salesman, Hamden . . . *Kenneth Kennedy* from messenger, Credit, to clerk, Sales Promotion . . . *Cecilia Rubino* from steno-clerk, Sales, to secretary, Marketing.

* * *

Rotary President

Gus Dougherty, office and credit manager of the Connecticut branches, has been installed as president of the Rotary Club of Hamden, Connecticut . . . Gus joined the Rotary Club in 1955 and has held many club positions.

* * *

50th Anniversary

Mr. and Mrs. Edward Moore of Dunellen will observe their golden wedding anniversary on August 21st . . . Moore, a member of the Quarter-Century Club, was a brewer before he retired in 1955 after 44 years of service.

* * *

Yours To Borrow

Ballantine's portable draught dispensing equipment is available for employee use, free of charge . . . the units, simple to use and easy to manage, have been in great demand . . . to reserve one for your indoor or outdoor party call *Miss Kishbaugh* on extension 581 or drop a note in the inter-office mail.

* * *

"Cowboy"

William Banner, Delivery Division dispatch board clerk, recently attended the Jim Shoulder Rodeo School in Oklahoma where he studied all phases of rodeo activity . . . Banner has participated in rodeos in Virginia, Pennsylvania, Maryland and New York . . . he also rides at Cowtown, New Jersey . . . Banner belongs to the Interstate Rodeo Association and is a permit holder of the Rodeo Cowboy Association.

* * *

Wins Art Prize

Vicky Lou Holloway, daughter of Plant Engineering's *Fred Holloway*, recently won first prize in the senior division in an art contest at the Belleville Public Library . . . Miss Holloway's award came for her oil painting of a storm at sea . . . she is a freshman at Montclair State Teachers College.

* * *

Italy Bound

Warehousing's *Peter Mitola*, who will retire on August 17th, will take a trip to Italy this month with his wife, Mary, whom he married late in June . . . when they return from Italy the Mitolas will live in Florida.

* * *

Financial Secretary

Warehousing's *George Wilverding* has been elected state financial secretary of the combined Anchor Clubs of New Jersey . . . George is an active member of the Ballantine Anchor Club.

* * *

Collection For Blood Bank

Blood is urgently needed for the Ballantine employees' blood bank . . . a two-day collection to replenish depleted supplies in the bank will take place August 7 and 8 in the Personnel Division offices on the third floor of the cafeteria building . . . collection hours will be from 11 a.m. to 5 p.m. on August 7 and from 6:30 a.m. to 9:30 a.m. on the 8th . . . If it is possible for you to donate blood, please do so.

* * *

Heads Optimist Club

Benjamin Woelper of the Baltimore Branch has been elected president of the Waverly Optimist Club . . . Woelper is a draught salesman at the branch.

* * *

Two Retire

Quarter-Century Club member *William S. Harrington*, a bottler, and Warehousing's *Edward J. Berube* have retired . . . Harrington began his Ballantine career in February, 1934 . . . Berube came to Ballantine in July, 1943 . . . best wishes for a happy retirement go to both.

INDUSTRY NEWS

Not Allowed

If you've ever wondered why you don't see persons actually drinking beer in TV commercials, the following item, printed in *Modern Brewery Age*, will give you the answer:

"The National Association of Broadcasters has again emphasized that beer-drinking commercials on television are taboo. In an article in the TV Code News entitled, 'To Sip is to Slip', NAB pointed out that the Code Authority offices still are receiving inquiries about beer commercials indicating that additional advice in this field to member TV stations might be helpful. Four unacceptable production techniques were listed: 1. Direct on-camera drinking; 2. Tilting of glasses, mugs or cans off-camera in a manner indicating drinking; 3. Wiping or smacking one's lips; 4. A swallowing motion of the Adam's apple, or similar actions which clearly indicate drinking."

This is only a small sample of the very many regulations with which the brewing industry is faced every day of the year.

* * *

Economic Note

The brewing industry as an important source of revenue for the Federal Government is the theme of a United States Brewers Association advertisement appearing in U. S. News & World Report. The association's message points out that beer and ale accounted for more than \$800 million dollars in federal excise taxes last year. This is on top of about \$275 million in state taxes the industry paid in 1961.

* * *

Reminder

Modern Brewery Age suggests, "With literally millions of Americans now on vacation and most of them touring by car, it's an opportune time to remind brewery and distributor drivers that, more than ever, courtesy on the highway is a safe and sound policy." To which we can only add, that's good advice for all drivers.

* * *

Dry's Losing Ground

The USBA's Field Services Department has reported that the percentage of the nation's population living in areas dry for the sale of malt beverages as of June 30 was 7.975 percent, the lowest point since 1937. During the first six months of this year, elections and local ordinances added 47,025 persons to the population living in wet areas.

* * *

Fringes High

From the July 20th edition of the USBA News Letter:

"Fringe benefit costs in American business and industry have risen 117 percent in the last ten years and will amount to \$65 billion dollars in 1962, the current issue of Nation's Business reports. These expenses, the magazine indicated, are rising nearly twice as fast as wage and salary costs. The publication used a U. S. Chamber of Commerce study to point out that last year these payments in the food, beverage and tobacco industries amounted to 25.4 percent of total wage and payroll costs . . ."

DIAMOND ANNIVERSARY MEMENTO



Mr. Carl W. Badenhausen presents clock to Richard C. Cawley, president of The W. H. Cawley Company, Somerville and Wharton, as a memento of Cawley firm's 75th anniversary as a distributor of Ballantine Ale and Beer. The Cawley Company is Ballantine's oldest distributor. The firm was started in 1887 by Richard Cawley's grandfather, William H. Cawley.

Two Honors For Bauer

Two fire department honors have been earned by Walter Bauer, director of the Special Events Sales Division.

Commissioner Edward Thompson of the New York City fire department has appointed him an active honorary deputy fire chief in the department for his efforts in presenting a fire safety program for the nation's schools.

The other honor was his recent election as first vice president of the New Jersey State Fire Prevention Officers' Association. This unit is comprised of professional and volunteer fire prevention officers throughout the state.

Bauer is Captain of the Fire Prevention Bureau of the Ridgefield Park N. J. Fire Department. In addition, he has lectured on fire prevention to some twenty thousand people in New Jersey, New York, Pennsylvania and Connecticut.



WALTER BAUER

On Record Against Litter



"Help Keep America Beautiful" message is now imprinted on all Ballantine beer six-packs and bottle carriers. Anti-litter suggestion is in support of a national campaign.

Washington Drivers Get Safe Driving Award

The plaque for winning the 14th annual Ballantine branch safe driving contest was presented to the Washington branch driver-routemen at a dinner in Washington.

The award was accepted for the drivers by Frank Ippolito who in turn presented it to branch manager Robert Jennings. Frank Duer, superintendent of the distributor and branch contacts division of the transportation department in Newark, made the presentation.

Other representatives from Newark at the dinner were Donald

Morrison, assistant general transportation manager and Gordon Eska, fleet safety superintendent. Duer, Morrison and Eska congratulated the drivers on their achievement and stressed the importance of continuing safety performance.

Jennings and William L. Karpf, division manager, expressed their pride in the contest victory and their hopes for a repeat win.

The contest award was Washington's second. The drivers previously won in 1954-55. The contest year runs from May 1st to April 30th.



Driver Frank Ippolito, left, presents plaque, earned by Washington drivers in the branch safe driving contest, to Robert Jennings, right, Washington branch manager. Ippolito, representing the drivers, had received the award from Frank Duer, center, superintendent of the distributor and branch contacts division of the transportation department.

New Can & Bottle Equipment In Action

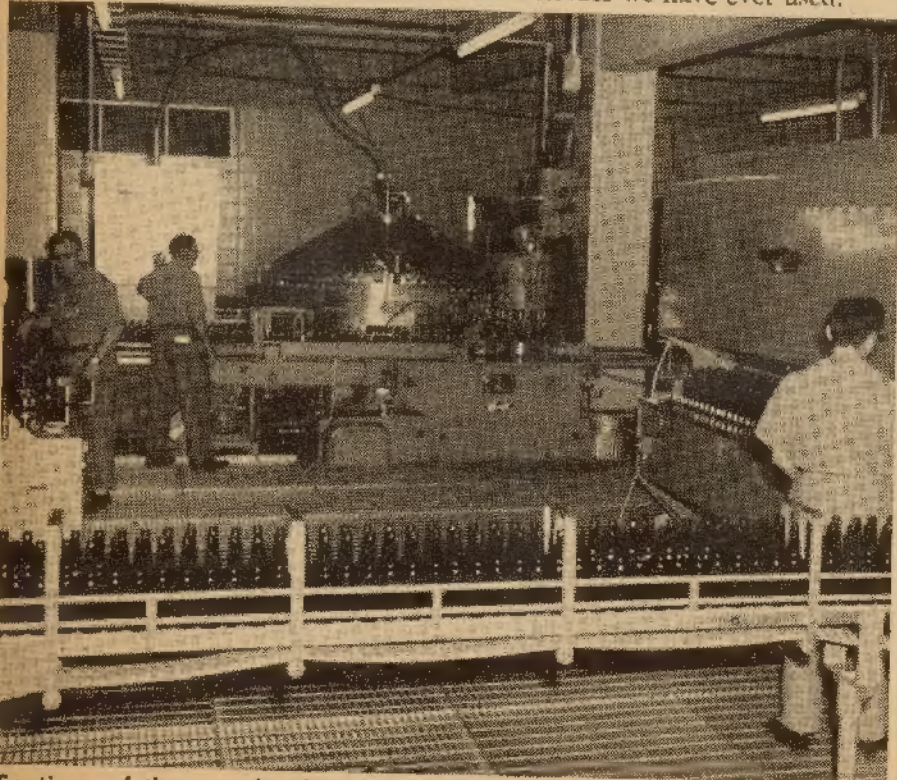
A new canning line and a new bottling line are now in operation in the bottle house section of the warehousing-packaging plant.

The new lines will be joined before the end of the year by nine additional units, four for cans and five for bottles.

The bottle house section of the plant was designed specifically to

house this equipment. The lines already in production were introduced in time to help meet summer demands for our products.

The new machines give the bottling department increased production potential for turning out a packaging innovation, the "bikini" six-pack, the most streamlined six-pack holder we have ever used.



Sections of the new bottling line installed in bottle house area of warehousing-packaging plant helping to meet summer demands for our products. A new canning line is also now in operation.

Group Offers Plan For Trip To Europe

An employee committee has made arrangements with a professional travel organization to offer Ballantine employees and members of their families a group vacation trip to Europe next Spring.

The professional organization, Travelong, Inc., has already made tentative plans for a southern tour of Europe slated to begin early in April and a tour of central Europe to start later in the month. Depending on employee response there will also be a grand tour, combining both trips.

All details about cost, (the group tour offers financial savings), itinerary, accommodations, etc. will be mailed to employees soon by the employee committee members Leo Lowell, Dorothy Wiegand, Michael Roneo and Recreational Coordinator Bob Geiger.

In The Family

Married. Peter Mitola, Warehouseman, to Mary Fahner in Orange.

Married. Anthony Cecere, Delivery, to Ann Grassia in Newark.

Married. Daniel John Adams, District Sales Representative, to Josephine Joy in Batavia, New York.

Born. A son, Patrick, to Mr. and Mrs. Bart Durkin in Muhlenberg Hospital, Plainfield. Patrick weighed 7 pounds, seven ounces. He joins a sister and a brother in the Durkin household. Dad works in the Technical Department.

Born. A daughter to Mr. and Mrs. John Bacher, in Bridgeport Hospital. The new arrival weighed eight pounds, five ounces. She joins a brother in the Bacher household. Dad works at the Fairfield, Connecticut Branch.

Born. A son, John Michael Perdek, Jr. to Mr. and Mrs. John M. Perdek in St. Elizabeth Hospital, Elizabeth. The new arrival weighed eight pounds, seven ounces. His mom, Carolyn Stachnik Perdek, worked in the Advertising Department before leaving the Company early this year.

Born. A daughter, Sally Jo, to Mr. and Mrs. Richard Wonsik in Presbyterian Hospital, Newark. Sally Jo weighed five pounds, 15 ounces. She joins two sisters in the Wonsik household. Dad is staff assistant to Vice President, Marketing.

Close To Home

It is with sincere regret we report the death of the following employees:

Chester Gorski, Bottle Driver. Mr. Gorski joined Ballantine in March of last year. He lived at 62 West Shore Street, Keansburg.

Donald Smith, Bottler. Mr. Smith began his Ballantine career in May, 1941. His wife, Mildred, is employed in the cafeteria. The Smiths' address is 30 Lexington Street, Newark.

Anthony Jednacsyk, Bottler. Mr. Jednacsyk joined Ballantine in April, 1948. He lived at 26 Riverdale Avenue, Belleville.

James A. Ginty, Yardman. Mr. Ginty began his Ballantine career in April, 1942. He lived at 67 Oakridge Road, West Orange.

The sympathy of all of us at Ballantine goes to the families of these men.

Plan Bus Trip To View Giants-Eagles Grid Tilt

Tickets are on sale now for an employee bus trip to Princeton University's beautiful Palmer Stadium to see the "Jaycee Football Classic" pitting the New York Giants against the Philadelphia Eagles on Saturday September 8th.

The benefit game will be the final exhibition contest prior to the opening of the National Football League's 1962 season and should provide a real treat for football fans. A large crowd is expected. The Giants won the Eastern Division championship last year while the Eagles were runners-up.

Tickets at \$7.00 include bus transportation to and from Palmer Stadium and a reserved seat for the game. All employees and members of their immediate family are invited. Buses will leave the brewery at 11 a.m.

The Giants and Eagles regular season games are telecast under the sponsorship of Ballantine. This particular game has an even closer Ballantine association because the brewery is cooperating with the New Jersey Jaycees in promoting the

charitable endeavor.

The Jaycees, who have officially changed their name from the New Jersey Junior Chamber of Commerce, is an organization of young men dedicated to humanitarian and community service. The 160 Jaycee chapters in the state have pledged their portion of the game's net receipts to local charities. Ballantine will not share in the receipts in any way.

You can buy your tickets from Rosey Rosamilia, Bill Meade, Angus Jacobs, Tom Ratigan, Ken Johnson, Anthony DeTore, Millie D'Alessandro, Frank Freibott, Bill Knowles and Frank Pulidore, Sr. See the bulletin boards or call the Personnel Division for additional information.

The number of tickets available is limited, so if you plan to go, order promptly.



Nucleus of committee planning employee football outing to see "Jaycee Classic" meets with Recreational Coordinator Bob Geiger. From left are Anthony Detore, Tom Ratigan, Frank Pulidore, Sr., (Geiger) Rosey Rosamilia, Ken Johnson and Bill Knowles.

Let's Win



as seen on the "Sing Along With Mitch" show during a short holiday from their work 10 P.M. over NBC. It moves to Fridays at 8:30

OUR SOFTBALL NINE WINS TITLE

Ballantine's softball nine is champion of the Red Shield Industrial Softball League!

The Three Ring men won the title thanks to power hitting and good pitching. The squad won twelve games (there was still one to play at this writing) while losing only one. It was the team's first year in the league.

Brothers Whitey and Joe Zurawski and Ziggy Wisniefsky shared the pitching duties for Ballantine. Wisniefsky won two games while the Zurawski brothers earned the rest.

Whitey, who played shortstop when he wasn't pitching, also was the team's leading hitter. He blasted a total of 19 hits during the season, including five home runs, a triple and three doubles.

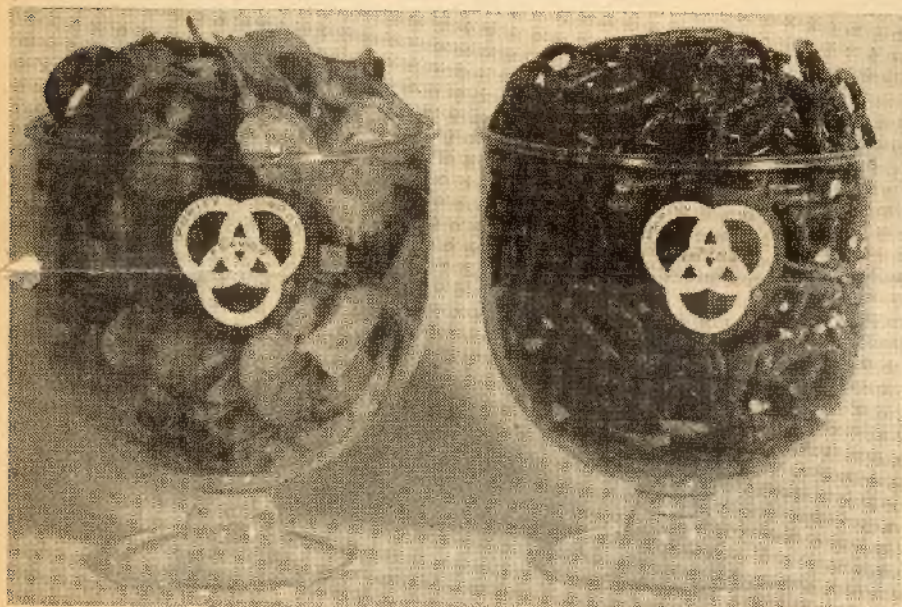
Later this month the Ballantine nine will take part in the two-day Newark Industrial Softball Tournament. The Ballantine men finished



CHAMPS — Ballantine's softball nine, winner of the Red Shield Industrial League title. Front row from left: Harry Swanson, Bruce Wheeler, Frank Pulidore, Jr., Whitey Zurawski, Al Ornowski, Jake Kuzirian, and Tom Hyslop. Back row: Ziggy Wisniefsky, Joe Zurawski, Ed Goracy, Chick Muccia, Stanley Olewinski, Len Scelfo, Tom Youngman, John Fitzpatrick and manager Frank Pulidore, Sr. Tony Kref and Bill Bacha were not present when photo was taken.

first in the tournament last year. The team is managed by Frank Pulidore, Sr.

KING-SIZE GOBLETS



These king-size plastic goblets are great for holding potato chips, pretzels or other snacks you serve along with Ballantine brews. The goblets stand eight and a half inches high and measure seven and three quarter inches in diameter. They're on sale now for 59 cents at the employee Three Ring Shop. Quantities are limited. The shop is open Thursdays from 11:30 a.m. to 3 p.m. and the second Wednesday of each month from 6:30 a.m. to 10 a.m.

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109 Service Pins Presented To Employees In July

Service Pins were presented to 109 employees in July. The recipients were:

20 Years

John Alexander, Warehousing
William Almas, Bottling
Nicholas Aquilino, Production Supervisor, Advertising
James Bellina, Warehousing
John Bohac, Bottling
John J. Brett, Warehousing
Anthony Capriglione, Bottling
Peter Cherasia, Bottling
Raymond Colburn, Bottling
Anthony Crescenzi, Bottling
Vincent J. Dunn, Warehousing
George Eisele, Credit
Christopher S. Ferguson, Delivery
Bart Gray, Delivery
Paul H. Gregory, Division Superintendent, Delivery
James T. Hilton, Bottling
Edward Julian, Delivery
Patrick Kelly, Warehousing
John Kopera, Delivery
Gustav Kraemer, Brewing
Edmund Kress, Bottling
Benjamin Magiera, Bottling
Angelo Malaspina, Warehousing
Joseph Manning, Warehousing
Rocco Marsano, Warehousing
Max Millstein, Bottling
Robert P. Milo, Delivery
Benjamin V. Montenegro, Bottling
Daniel Moretti, Bottling
John H. Mundorf, Brewing
Paul Mustacchio, Warehousing
Sabina Nichols, Billing Supervisor, Credit

Theodore Novak, Bottling
Max Oxfeld, Warehousing
Peter Palumbo, Brewing
Abe Peckerman, Warehousing
Stanley Peer, Delivery
Carl W. Ream, Warehousing
Oscar Ressler, Delivery
Walter Schellhammer, Brewing
Leo Sourifman, Delivery
Carl Stampf, Bottling
John L. Stuart, Delivery
Steve J. Szakacs, Warehousing
Frank Terranova, Warehousing
Michael Vojnik, Garage
Frank Williams, Bottling
Chester Wysocki, Delivery
Joseph Zahornacky, Warehousing

15 Years

Frank Bachmann, Brewing
Charles T. Bachus, Warehousing
Robert C. Baxter, Tillson Branch
Joseph Biggs, Warehousing
Thomas J. Bonack, Warehousing
John J. Bowman, Albany Branch
Herbert C. Bullivant, Brewing
Edward J. Denver, Warehousing
Raymond V. Engle, Brewing
John Farnan, Warehousing
Alois G. Fischer, Brewing
Frank A. Gallagher, Service
Erminio M. Giordano, Warehousing
Joseph T. Hoppler, Delivery
John J. Horvath, Warehousing
Albert L. Hurley, Delivery
Kenneth A. Johnson, Engineering
George Koshier, Brewing
Charles A. Kremp, Brewing
William R. Krichman, Warehousing
Benjamin P. Lenist, Warehousing
Edwin A. Luckey, Brewing
Harry L. Lynch, Warehousing
Joseph A. Mannion, Warehousing
Paul F. Marsch, Delivery
Peter R. McConnell, N. J. Bottle Sales
Fred M. McKay, Warehousing
John Mihok, Brewing
Albert J. Monaco, Red Bank Branch
Thomas J. Mygirack, Warehousing
Joseph N. O'Neil, Jr., Delivery
Albert H. Pier, Delivery
Harold E. Ragucci, Purchasing
Elmer M. Ringhof, Brewing
Robert Swanson, Brewing

Alex E. Wanczyk, Brewing
Agnes I. Wolski, Credit
Stephen Zalepka, Garage

10 Years

Henry Bartosiak, Wethersfield Branch
James P. Black, Bottling Supervisor
John F. Campa, Bottling
Michael Cecere, Delivery
Joseph Columbo, Bottling
David J. Duncan, Jr., Purchasing
Benjamin A. Edelman, Warehousing
Leonard B. Ellkewicz, Garage
Charles J. Finnegan, Warehousing
Frank P. Hyland, Production, Planning & Control
Jacob Kuzirian, Delivery
Joseph Maniscalki, Warehousing
James D. McIlroy, Bottling
John J. Pollaro, Warehousing
Charles J. Quinn, Delivery Supervisor
John R. Saverino, Delivery
Vincent C. Smyth, N.Y.C. Draught Sales
William Walsh, Warehousing

5 Years

Albert J. Connor, Jr., District Sales Representative, New England Division
Joseph R. Infante, N.Y.C. Bottle Sales
William L. Lugani, District Sales Manager, Piedmont Division
Randolph B. Zamzow, Baltimore Branch

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